BURGETT

A Study of Advertising Magazines

1907

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A STUDY OF ADVERTISING MAGAZINES.

A THESIS PREPARED FOR THE COURSE IN BUSINESS WRITING (RHETORIC 10) BY

J. T. BURGETT.
UNIVERSITY OF ILLINOIS.

MAY 1, 1907.

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A Study of Advertising Magazines.

Practically all of the thirty four magazines devoted to the subject of advertising, which, according to the Newspaper Directory of 1906, are published in the United States and Canada, came into being within the last decade. In 1891 the only magazines devoted to a study of advertising were Printers' Ink, Art in advertising, and the King's Jester. Since 1891 advertising journalism has grown wonderfully. The following list of advertising magazines bears excellent testimony of this fact.

1. Profitable Advertising, Boston.
2. Printers' Ink, New York.
3. National Advertiser, New York.
4. Fourth Estate, " "
5. Circulation Manager, Chicago.
6. Mail Order Journal, "

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7. Western Monthly, Kansas City.
8. Advertising, Chicago.
9. Up-To-Date Distributer, Cleveland.
10. S R A Quarterly, New York.
11. Advertisers Chat, " " .
12. Agricultural Advertising, Chicago.
13. White's Class Advertising, "
14. Brains For the Retailer and Advertiser, New York.
15. White's Sayings, Seattle, Wash.
16. Pacific Coast Advertising, Los Angeles.
17. Rhode Island Advertiser, Providence.
18. Bill Poster and Distributor, New York.
19. Busy Man's Magazine, Toronto, Canada.
20. Judicious Advertising, Chicago.
21. Ad Sense, Chicago.
22. Malin's Magazine, Chicago.
23. Western Advertiser, Omaha.
24. Advertiser's Guide, New Market, N.J.
25. Advertiser and Publisher, Chicago.
26. Common Sense, "
27. Plain Talk, "
28. Inside Information, "

29. Ad Writer, St Louis.
30. American Advertiser, Delhi, N. Y.
31. American Advertiser, New York.
32. Fame, " "
33. Advertising World, Columbus, Ohio.
34. Jist, Philadelphia.

Out of this list of magazines 19 are published in the West and 15 in the East. Twelve are published in Chicago alone and nine in New York City. I think that, perhaps, the publication of several of these magazines has been discontinued, for, out of thirty two letters addressed to the different editors, I received but twenty answers. Out of the twenty magazines which I heard from 2 are devoted to agricultural advertising, 3 have rather the character of newspapers and are designed to induce newspaper advertising, 2 are designed for the information of mail order

dealers, 5 deal merely with advertising subjects in general, 3 are purely the house organs of companies, 1 is devoted chiefly to out door advertising, and the publication of 4 has been discontinued. I also wrote to the editors of two Canadian magazines, "Business" and "Publicite-Publicity", one of which is included in the foregoing list. I received a reply from "Business" the name of which has recently been changed to the "Busy Man's Magazine". I failed to hear from "Publicite-Publicity" which is published in Montreal.

I shall now proceed to take up a study of the twenty magazines somewhat in detail, giving the names of the editors, date established, their circulation, and as much of their history as I have been able to obtain.

"Profitable Advertising."

"Profitable Advertising" deserves especial mention among the advertising magazines, as it deals with subjects from an economic standpoint, and is a well printed and very interesting publication. It claims to be the oldest monthly advertising journal, having been established in 1891 by the C. F. David advertising agency. When "Profitable Advertising" arrived upon the scene its only contemporaries were "Printers Ink", "Art in Advertising", and "The King's Jester". "Art in Advertising" was a year ago absorbed by "Profitable Advertising", and "The King's Jester" "has long been numbered with the battles slain". The present publisher, Miss Kate Griswold, became a member of the staff of "Profitable Advertising" in 1893 in the capacity of manager. In 1895 she purchased the magazine and became its sole

proprietor. During the five years 1895-1900 the size of the magazine has been increased from 32 pages regularly to a minimum of 64 pages and a frequent issue of 104 pages. "Profitable Advertising was the first advertising journal to introduce covers in colors. The special numbers which are issued at different times deserve special mention. James Barnett Kirk was for a long time the editor of this publication, but the present editor is George French. The circulation of "Profitable Advertising" is about 6000. The subscription price is $2.00 a year. It is a growing publication, and I venture the opinion that if it continues its present policy it will soon be, if it is not already, the leading journal of its kind in the country.

"Printer's Ink"

In 1867 the first publication

devoted to the setting forth of advertising ideas was started in Boston under the name "Advertisers Gazette" The "Advertisers' Gazette" still flourishes under the more suggestive name "Printers' Ink". It was originated by Geo. P. Rowell and was the house organ of the George P. Rowell & Co. advertising agency of Boston. When the "Advertisers' Gazette it was wholly unlike "Printers' Ink". It consisted of 4 pages, being about 9 by 12 inches in size with 4 columns to the page. It was edited under great difficulties, and the contents, besides the list of papers, was made up of clippings on the subject of advertising selected from various publications. The first regular editor of "Printers' Ink" was Charles N. Kent and its second was Isaac Waldron. The form and policy of the paper has been changed and

it has become famous among a large class of people. Its present circulation is something over 16000

The National Advertiser.

"The National Advertiser" is primarily an advertising newspaper, and it was established in 1878. For a time there were occasional lapses in its publication, but it has been issued uninterruptedly for the past 14 or 15 years. It specializes on newspaper advertising and reports current happenings in the advertising, publishing and mail order fields. It avoids theories, elementary topics and instruction. The circulation of the National Advertiser is about 5200 mostly among national advertisers, advertising agents and special newspaper representatives. This publication is interesting because it attacks all kinds of humbugs, false theories and un-

worthy institutions. Just now it is opposing magazine advertising as being the greatest source of waste in modern publicity. It takes the ground that in view of the high rates magazine advertising cannot prove as profitable as newspaper advertising. J. B. Eiker who has guided the paper editorially for a number of years was formerly advertising manager of St. Jacobs Oil and later of Duffy's Malt Whiskey. Frank J. Fellows is associate editor.

Fourth Estate

"Fourth Estate" is a weekly newspaper for the makers of newspapers. It was established March 1st, 1894. It is run purely on a business basis and is not supported by any outside business interest. It has the newspaper character and is devoted chiefly to a review of

current happenings in the advertising and newspaper fields. It is a 15 page, 4 column paper, and the subscription price is $2.00 a year. Earnest T. Birmingham is the editor and publisher.

"The Circulation Manager."

"The Circulation Manger" is a monthly journal which gives exclusive attention to newspaper promotion and circulation. It also gives attention to current topics of interest to newspapermen. It is the only publication which gives exclusive attention to this branch of newspaper business. It is a 15 page, 2 column paper, and the subscription price is $1.00 a year. It was formerly known as the "Milwaukee Circulation Manger"; but it is now published by the "Circulation Managers Co., 520 Monon Bldg., Chicago.

"The Mail Order Journal".

"The Mail Order Journal" is a magazine devoted particularly to giving information to mail order dealers. It has a circulation of about 12000, and the subscription price is $1.00 a year. It takes up topics which are of interest to mail order houses, such as "Postal Reform Propositions" Besides such subjects it contains little more than current information for mail order dealers. It is a 47 page, 2 column pamphlet. Louis Guenther is the editor, and Irving J. Rockwell, Business Manager.

"The Western Monthly".

"The Western Monthly" is a journal of information for advertisers and Mail Order dealers. It does not attempt to cover the retail field at all. It was established in 1902 and has been published continuously every month since. The present

editor, Ernest T. Gardner, has had charge of the paper for three years. In these three years the size of the paper has increased from 48 to from 64 to 86 pages. The circulation is about 12000, and the regular subscription price is 50 cts. a year. I am, however, in receipt of a circular letter from F. O. Larson, Manager, offering me the paper for 25 cts. a year. An interesting feature of this paper is the criticism of current advertisements which is made by the editor. The advertisements are reproduced and a short paragraph is devoted to the criticism of each one. The style of the paper is crisp and snappy. A. S. Stone is the publisher.

"Advertising."

"Advertising" is a monthly journal for advertisers and business men. Some space is devoted to topics which are of interest to mail order

dealers. This magazine was established in 1900, and the circulation is about 3000. The subscription price is $1.00 a year. An interesting department of this magazine is the Question Box. All readers of the magazine are invited to send queries to the editor and receive, gratis, expert help in straightening out their trouble. A. E. Sweet has charge of the page.

"Up-To-Date Distributer"

"The Up-to-Date Distributer is the house organ of the Wells-Morton Distributing Agency. It is an interesting 40 page magazine devoted exclusively to the branch of advertising known as house-to-house distributing. It is published by the company with a design to promote house-to-house advertising. A guaranteed list of distributers throughout the United States is published in each issue.

If a distributer has proven himself unworthy of trust and notice of the fact comes to the agency all dealers are warned against him through the magazine. There is no regular subscription price for the magazine, a copy being sent monthly to all general advertisers who employ the distributers recommended by the magazine.

SRA Quarterly

"The Street Railways Advertising Quarterly" is purely the house organ of the Street Railways Advertising Co. The publication is designed to be a reference book or instruction manual for all those seeing street car space advertisers. It was established in October 1905 and has a circulation of 4000. Every copy is given away. Thomas Balmer is the advertising Director of the Company and Louis Lasky is in charge of the Editorial and

Statistical Department.

"Advertising Chat."

"Advertising Chat" is a business circular of 12 pages published by S. E. Leith, Advertising Representative, New York, in his own interest. It is a rather interesting little pamphlet and has a short, rather talkative style. It is issued monthly, and the subscription price is 25 cts. a year.

"Agricultural Advertising."

"Agricultural Advertising" is the oldest advertising publication in the West, having been established in 1893. It is devoted mainly to educating advertisers as to the advantage of advertising to farmers. Within the last five years its scope has been broadened to include all lines of newspaper advertising. This paper goes to the leading advertisers of the country and has an average circulation of 5000. Its subscription price

is 50 cts. a year or three years for $1.00. The magazine contains almost 100 pages, and is well printed and very attractive. For the price I think it is the best magazine which I received. It is published by the Long-Critchfield Corporation, Chicago. Marco Morrow is the editor, and R. E. Blair is associate editor.

"White's Class Advertising."

"White's Class Advertising is a small, well printed and attractive magazine of 50 pages. It is designed to aid the manufacturer and distributer in the preparation and placing of his advertising for the purpose of selling his goods to the farmer. This magazine was established in October 1904, and it has a circulation of about 5000, strictly among manufacturers and distributers of goods that are sold to the farmer. It does not aim to

Covers the entire field of publicity but specializes along rural advertising lines. The subscription price is 25 cts. a year. It is edited by Frank B. White and Elbert E. Rogers.

"Brains
For the Retailer and Advertiser."

"Brains for the Retailer and Advertiser" is a weekly magazine published by the Orting Press, Deposit, New York. It was established in 1892, and has been issued under its present name and also under the title "Retailer and Advertiser". It is designed to instruct retail advertisers as to the best methods of honestly exploiting their goods. It contains weekly hints to help advertising managers of large stores in preparing their daily advertisements. These advertising managers compose about 75 % of the subscribers. Each week this magazine devotes a considerable part of its space to a complete discussion

of some certain branch of advertising. March 2nd was the Grocery Advertising number, for March 9 the topic was "Advertising Spring Openings" and on March 16 the topic "Wall Paper Advertising was taken up. The circulation of Brains is about 5000 and covers the United States and Canada pretty thoroughly. The magazine also has several hundred subscribers in foreign countries, most of them being in England, Scotland, Australia, New Zealand and South Africa. Ralph Starr is the editor.

"White's Sayings."

"White's Sayings" is a journal of Western advertisers published at Seattle. It was established originally as a personal advertising medium for C. U. White, advertisement writer, but has developed into a paper of national circulation. It now contains very little local stuff and caters to its

general circulation. The circulation is about 2200.

"Mertz's Magazine."

"Mertz's Magazine" was established in 1897 as the house organ of an agency. It continued under its original name, "Pacific Coast Advertising" until the beginning of 1906. The name of the magazine was changed because it is not devoted exclusively an advertising publication but is an all-around business man's magazine. The business men who are actually doing the big things in promotion and publicity work along the Coast contribute to this magazine. The magazine works for broader publicity for the empire west of the Rockies and her products. During the ten years of its life the magazine has been under the editorial direction of the present editor and publisher, Lewis A. Mertz.

"Rhode Island Advertiser."

"The Rhode Island Advertiser" is a small magazine of 16 pages published by the Frank R. Jelleff advertising agency of Providence, R. I. Its object is to present the news of the local advertising field, and to attack abuses in advertising when it sees them. "The Rhode Island advertiser" was established in 1902 by a Mr. Krisinger, whom the present owners bought out last fall. On account of its local character the magazine has a circulation of only 500. It is published monthly, and the subscription price is 50 cts. a year.

"Bill Poster and Distributor".

"The Bill Poster and Distributor" is an interesting and attractive, seventy five page magazine put out by the Bill Poster and Distributor Publishing Co. of New York. It contains the current news which is of interest to bill posters and distributors. It is

published in the interest of poster advertising and distributing and contains interesting articles in regard to out door advertising of this character. It also publishes a list of bill posters and distributors throughout the United States. This magazine is published monthly, and the subscription price is $1.00 a year. Joseph D. Mc Manus is the editor and publisher. The circulation is about 5500.

"The Busy Man's Magazine".

"The Busy Man's Magazine" is published by the Maclean Publishing Co. of Toronto, Canada. It was formerly known as the "Business" Magazine. This magazine can hardly be called an advertising magazine, although it does contain articles which are of interest to business men. It reproduces the stories of the world's magazines for busy people. It was established in 1901, and has a circulation of

35000 among Canadian business and professional men, in addition to 10000 in the United States. The subscription price is $2.00 a year.

"Judicious Advertising."

"Judicious advertising" is a monthly publication devoted to subjects of general publicity. It is put out by the Ford and Thomas Publishing House. D. Herbert Moore is the editor and D. L. Taylor, General Manager. The subscription price is $1.00 a year. "Making's Magazine" was absorbed in 1904. "Judicious advertising" is an exceedingly attractive and well printed magazine. It deals with all kinds of subjects, and it is above the average of advertising magazines in its method of treating its topics.

I received letters stating that the following magazines had been discontinued:

"Ad Sense", a magazine for business

builders, Chicago, Illinois. The Ad Writer of St Louis was Consolidated with Ad Sense January 1st, 1906. The subscription price of Ad Sense was $1.50 a year. It has been suspended only temporarily.

"Matin's Magazine" published by the Matin advertising Co. of Chicago, absorbed by "Judicious advertising" in 1904.

"The Western Advertiser" published by the C. D. Thompson advertising agency of Omaha, Nebraska. The publication of the "Western Advertiser" was discontinued about a year ago owing to the inability of the agency to get experienced people for the office and as solicitors. It is the intention of the agency to republish the magazine in the near future. It had a general circulation among advertisers, and the subscription price was 50 cts. a year.

"Advertiser's Guide", New Market,

New Jersey, discontinued since June, 1905.

Besides this list of American Magazines I have secured the following list of advertising newspapers and magazines published in England

Newspapers.

1. (Paddington) "Advertiser", established in 1901). Published on Thursday, price ½d. Published by St Vincent Press, 333 Harrow Road, Paddington, W.

2. "advertiser for Brierley Hill, Stombridge, Dudley and etc", established 1853. Published on Saturday, price 1d. Published by Ford and Addison, 137 High Street, Brierley Hill.

3. "Advertiser for Marylebone, St John's Wood and etc". established 1895, published on Saturday, price ½d. Published by W. A. Munn, 19 Conway St., Marylebone, N. W.

4. "advertiser for the Counties of South, Meath, Dublin and etc." established 1876.

Published on Wednesday, price 1d. Published by A. M'Dougall & Co. Drogheda. 6 Peter Street.

Annuals.

5. "Advertiser Rugby almanac", established 1859, published in December, price 1d. Published by Rugby advertiser Ltd., 1 albert street, Rugby.

6. "advertisers ABC" established 1886. "The Standard Press directory". Published in January, price 10s. 6d. Published by J. B. Browne Ltd.; 163 Queen Victoria St., E.C.

7. "Advertisers' Guardian", established 1885, published in December, price 2s. 6d. Published by J. Dixon, 195 Oxford st., W.

Class and Trade Journals and Magazines.

8. "Advertisers' Review", established 1899. (Inc. with "Advertising News" 1905; inc. with "Progressive advertising" 1906)

9. "Advertising" established 1891, price 1s. 6d. Published by Smith's, 1007 Fleet St., E.C.

10. "Advertising Dispatch" (Perth)

established 1902, (Now "Bellsman", 1904)
11. "Advertising News", established 1904 (with which is incorporated "Advertising Review, 1899. Incorporated with Progressive Advertising, 1906.)
12. "Advertising World", established 1901, price 6d. Published by Ewart, Seymour & Co., Granville House, Arundel St., Strand, W.C.

Another investigator along this line with more time at his disposal could secure some valuable material by writing to these foreign publications, and securing additional facts about them.

In the foregoing pages I have taken up a study at some length of the American advertising magazines about which I could secure any information. I have made no attempt to devote to each magazine space according to its importance, but have

merely given the facts as they came to me from the editors of the various publications. Only a few of these magazines have any particular merit, and as a whole they lack literary tone. "Profitable Advertising"; "Agricultural Advertising"; "Judicious Advertising"; "White's Class Advertising"; "Fourth Estate"; "Brains For the Retailer and Advertiser", and the "Bill Poster and Distributor" appeal to me as being the best of the magazines which I studied. They deal with subjects more from an economic standpoint and are above the average in appearance and literary taste. There is nothing out of the ordinary about the other magazines, and they really contain little of value to the advertising man. As a whole they have rather the style of the newspaper. They have the short, snappy tone which is likely to appeal to a certain class

of business men. About eight of them have been established since 1900 and have not had, I presume, an opportunity to disappear or to develop into anything unusual. In the form that they are now published, I cannot see how most of these magazines can pay for themselves. If I may venture an opinion I should say that the next few years will witness the demise of many of the more ordinary publications. I see no reason why a few good advertising magazines cannot supply the needs of advertisers, and if the good ones continue to improve I think the advertising public will experience no great loss by the disappearance of a great many of the poorer ones.

Very sincerely, and well satisfied.

I should like to file this in permanent form in the Library.

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Sources of Information.

1. American Newspaper Annual for 1906. Published by N. W. Ayer & Sons.
   Names of various advertising publications. Page 1064.
2. George P. Rowell, American Newspapes Directory for 1904.
   Names of various advertising publications. Page 1438.
3. Dilling's Press Guide for 1907.
   Names of English advertising publications. Page 3.
4. "Profitable Advertising" for December 1900. Pages 451-458 and Pages 484, 485 and 486.
5. Letters which I received from the editors of the various advertising publications. They are now on file.

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